In the claims:

All of the claims standing for examination are reproduced below with appropriate status indication:

1-39. (Cancelled)

40. (Currently amended) A communication management system, comprising:

a computer appliance <u>associated with a particular user</u>;

a data repository coupled to the computer appliance storing a directory of contact identities, a user-<u>configured</u>~~configurable~~ plurality of zones<u>, each zone created by the user</u> <u>and defined by a business or by a social</u>-~~related~~ activity, to which contact identities ~~may~~ ~~be~~ <u>are</u> associated <u>by the user</u>, and user-~~configurable~~<u>configured</u> communication-management policies that vary by <u>one or both of</u> zone and ~~by~~ contact identity; and

software stored on and executable from a ~~computer~~ <u>machine</u>-readable <u>storage</u> medium accessible by the computer appliance, the software providing at least a policy-enforcement utility and a message-content analyzer;

wherein, in communication operations, contact identities and message content is analyzed to determine zone association, and management policies are enforced by the software ~~accordingly~~<u>according to zone association</u>.

41. (Previously presented) The system of claim 40 wherein contact identities may be names or aliases of persons or devices.

42. (Previously presented) The system of claim 40 further comprising an interface to a network, wherein the communication involves sending or receiving messages over the network.

43. (Cancelled)

44. (Previously presented) The system of claim 40 wherein the system, at the time of receiving or sending a message, determines a zone association to determine management policy to enforce.

45. (Previously presented) The system of claim 40 wherein individual ones of the zones are defined by various social environments and/or activity engaged in by a person.

46. (Previously presented) The system of claim 40 wherein messaging in multiple modes and protocols is supported, including but not limited to voice and text.

47. (Previously presented) The system of claim 40 wherein contact identities of single users or devices may vary by communication mode as well as by zone.

48. (Previously presented) The system of claim 46 wherein the multiple modes and protocols include email, instant messaging, RSS, voice mode, network-news transport protocol (NNTP), file transport protocol (FTP), really simple syndication (RSS), universal discovery description and integration (UDDI), lightweight directory access protocol (LDAP), multipurpose internet mail extensions (MIME, post office protocol (POP), simple mail transport protocol (SMTP), Internet message access protocol (IMAP), session initiation protocol (SIP), text messaging services (TMS), and hypertext transport protocol (HTTP).

49. (Previously presented) The system of claim 40 wherein contact identities include both sender and recipients.

50. (Previously presented) The system of claim 40 further comprising alerts generated from attempted policy violation.

51. (Previously presented) The system of claim 41 wherein contact identity may be in a

form of a URI, an email address, a telephone number, a machine address, an IP address, or a text messaging address.

52. (Previously presented) The system of claim 40 wherein management policy includes automatic handling of incoming and outgoing communication events, the handling determined by one or both of contact identity and mode of communication.

53. (Previously presented) The system of claim 40 further comprising an interactive user interface for a user to create and populate zones, enter contact identities and create, edit, and associate policy.

54-69. (Cancelled)

70. (Currently amended) A method for communication management, comprising the steps of:

    (a) creating by a user at a computer appliance associated with that user, a plurality of message zones each defined by a business or by a social-related activity of that user;

    (b) creating by the user a plurality of management policies and associating at least one policy with each zone created;

    (a c) determining, by software executing from a machine readable storage medium coupled to a the computer appliance, contact identities associated with a message received or to be sent, and analyzing message content;

    (b d) consulting a stored directory of contact identities, management policies, zone definitions associated with zones, and associations between them, determining thereby to determine a management policy to be enforced for the current message; and

    (c) determining a zone for the message; and

    (d) enforcing, by the software, for the message, the management policy determined in step (b d).

71. (Previously presented) The method of claim 70 contact identities may be names or aliases of persons or devices.

72. (Previously presented) The method of claim 70 further comprising a step for routing the message via one or more network interfaces according to zone and management policy.

73. (Previously presented) The method of claim 70 wherein, at the time of receiving or sending the message, a zone association is determined to determine management policy to enforce.

74. (Previously presented) The method of claim 70 wherein individual ones of the zones are defined by various social environments and/or activity engaged in by a person.

75. (Previously presented) The method of claim 70 wherein messaging in multiple modes and protocols is supported, including but not limited to voice and text.

76. (Previously presented) The method of claim 70 wherein contact identities may vary by communication mode as well as by zone.

77. (Previously presented) The method of claim 76 wherein the multiple modes and protocols include email, instant messaging, RSS, and voice mode.

78. (Previously presented) The method of claim 70 wherein contact identities include both sender and recipients.

79. (Previously presented) The method of claim 70 further comprising generating alerts for attempted policy violation.

80. (Previously presented) The method of claim 70 wherein a contact identity may be in a form of a URI, an email address, a telephone number, a machine address, an IP address, a text messaging address, network-news transport protocol (NNTP), file transport protocol (FTP), really simple syndication (RSS), universal discovery description and integration (UDDI), lightweight directory access protocol (LDAP), multipurpose internet mail extensions (MIME, post office protocol (POP), simple mail transport protocol (SMTP), Internet message access protocol (IMAP), session initiation protocol (SIP), text messaging services (TMS), and hypertext transport protocol (HTTP).

81. (Previously presented) The method of claim 70 wherein management policy includes automatic handling of incoming and outgoing communication events, the handling determined by one or both of contact identity and mode of communication.

82. (Previously presented) The method of claim 70 further comprising a step for creating and populating zones, entering contact identities, and creating, editing and associating policies.